Project Objectives

‘Investment Grade’ Analysis
- Use Adopted Growth Plans
- Clearly Define and Isolate Major Markets
- Extensive Market Research
  - Road Intercept O-D Surveys
  - Airport Intercept O-D Surveys
  - Stated Preference Surveys

Build Credibility
- Ongoing Peer Review / Public Involvement
- Two Independent Consultant Forecasts
- Extensive Sensitivity Analysis
Florida Considerations

- Diverse Market Structure – Every Corridor Different
  - Multiple Population / Business Centers
  - Multiple Recreation Attractions
  - Multiple Inter-modal Transfer Facilities
  - Inter-regional Cultural/Business Linkages
  - Visitor/Retired Population
  - Inter-modal Competition

- Data Availability – Florida Has Much to Build On
  - Statewide Model and All That Implies
  - MPO/Regional Models and Data Bases
  - Travel Surveys
Lessons Learned

Data Collection Public Relations
- Didn’t Force Travelers to Participate at Gunpoint
- Get Info Out Early – Have Call-in Center

Current Travel Data Essential
- Review/Assess Prior Surveys
- New Survey Found Significant Differences
- Traveler Attitudes/Motivations Changing
- Separate Observed Behavior and Preference Surveys

Thoroughly Assess Level of Detail Needed at Stations

Encourage ‘Devil’s Advocate’ Peer Review
Next Step Considerations

- Statewide Standard Approach Vs. Corridor Specific
- ‘Planning’ Vs. ‘Investment Grade’ Approach
- Define Role of Statewide Model
- Identify and Assess Primary Data Sources
  - Existing Data Bases/Surveys
  - New Data Assembly/Collection
- What Resources Available?
  - Staffing
  - Money